

Central Hollywood Coalition  
Sunset & Vine BID Board Meeting

**MINUTES**

September 13, 2011

4 – 6 p.m.

AMPAS Pickford Center  
1313 Vine Street, Los Angeles, CA. 90028

**Officers and Directors Present**

Michael Pogorzelski, President, Academy of Motion Picture Arts and Sciences  
Carol Massie, Secretary, McDonald's Restaurants  
Duke Gallagher, Treasurer, The Production Group  
Fabio Conti, The Fabiolus Café  
Brian Folb, Paramount Contractors  
Rick Garcia, Chase Bank  
Kitty Gordillo, Hollywood Wilshire YMCA

**Absent**

Charles Eberly, The Eberly Company  
Lillian Kuo, Vice President, Broadreach Capital  
Patrick Olmstead, Los Angeles Film School  
Fred Rosenthal, Ametron  
Roxanna Sassanian, Vice President, Sunset Gower/Sunset Bronson Studios  
Allen Sides, Ocean Way Recording

**Consultants**

George Islas, Andrews International  
Kerry Morrison, Hollywood Property Owners Alliance  
Sarah MacPherson, Hollywood Property Owners Alliance  
Joseph Mariani Jr., Hollywood Property Owners Alliance  
Solomon Patton, Andrews International  
Joe Salazar, Andrews International  
Devin Strecker, Hollywood Property Owners Alliance

**Guests**

Rosalie Hasnat, McKenna Long Aldridge/resident  
Marty Shelton, Hollywood Chamber of Commerce

**I. Call to Order**

The meeting was called to order by Board President Michael Pogorzelski at 4:14 p.m. A quorum was not achieved, thus Pogorzelski stated that the meeting would be for informational purposes only and no action would be taken.

**II. Public Comment**

There was no public comment.

**III. Approval of Board Minutes**

**Item tabled.**

**IV. Treasurer's Report**

A. Gallagher stated that we have only received about \$9,000 out of \$107,000 of public agency assessments, an issue that we have not had before. He has inquired to the city clerk but received no answer. The city has received some of the funds from the property owners but has not forwarded them to the BID. So far, we have received about 75 per cent of the private sector assessments. Again, the city has received some more which has not yet been forwarded.

**The treasurer's report for August 21, 2011 was tabled.**

**V. Committee & Program Reports**

**A. Nominating Committee**

**1. Appointment of John Given, CIM Group, to fill mid-year vacancy:** This item was tabled. However, the sentiment of the board was to proceed to invite him to the October meeting and to formally elect him at the beginning of the meeting, so that his participation would not have to be delayed another month.

**B. Security Committee**

**1. Monthly security report:** Seyler reported that a lawsuit against BID security, which was only the second lawsuit in over four years, was dismissed. BID security attended 18 meetings this period. Seyler then relayed some of the incidents to which the patrol has responded to recently (all detailed in a report distributed to board members at the meeting). In the 900 arrests the team has made since they got tasers last October, they have not had to use them once.

**2. Report on apprehension of “Tourist Bandit” by BID security on Aug 26:** Salazar reported on the arrest of the “Tourist Bandit,” who was a suspect wanted by the FBI, apprehended by BID officers Islas and Patton. LAPD Captain Bea Girmala awarded certificates to both officers last week.

**3. BID Security/LAPD Information cards:** Mariani reported that the BID has printed 10,000 cards informing stakeholders that LAPD is their first point of contact for crimes and to call them rather than BID security.

**C. Streetscape Committee**

**1. Chase Plaza:** MacPherson reported that it looks like we can proceed with the program by purchasing the tables and chairs, but we need to work out a memorandum of understanding regarding the insurance liability with Chase. Gallagher stated that the board has already approved the streetscape budget so he said we could order the items as long as they fall within the budget.

**2. Maintenance Contract Renewal:** MacPherson advised the board that going out to bid on the maintenance contract is a big process. Our contract with Clean Streets ends this year but we have an option to renegotiate and renew the contract rather than going out to bid. The new contract must include the expansion areas of the BID. Morrison added that we must renegotiate the contracts in some form, as they expire December 31, 2011. She noted that there has been no increase in their contract (not even for CPI) for years. MacPherson relayed that Rick Anderson had said they would be willing to consider extending the contract with no increase. Folt asked if there was a legal requirement to go out to bid again, and was advised by staff that there is not. He indicated that there may be value in seeking competitive bids again. MacPherson said that we may run the risk of the bids coming in at a higher amount than we are currently paying. Gordillo said that if it opens up a can of worms, including extra work for staff and board, she didn't think it would make sense and Massie affirmed that, as a member of the committee, it was a very time-intensive task to finalize that agreement. Morrison added that we would probably want to consider staggering the expirations of the security contract and the maintenance contract so that they don't come due at the same time. The HED BID will be discussing the same issue on Thursday so she will see what its board members' thoughts are.

**3. Update on Martin Media outdoor furniture program:** Mariani reported some good news; the new Martin Media bus benches are similar to our existing Victor Stanley benches and the colors are very close too. They are not at all like the Norman bus benches. The city is being very stringent with the contract due to the complaints about the Norman benches. Martin Media will have 24 hours to remove graffiti, and they have partnered with Shelter Clean. We will have the right of refusal on the two benches by Chase Bank

**4. Update on City Solid Waste Franchise proposal:** Mariani stated that the city has been holding meetings to get information and listen to concerns from stakeholders. However, it appears that city is moving forward with a contractor for each district. A comment card has been included in the meeting packet and board members are encouraged to submit their comments. So far there have been no city council hearings on the topic. There will be a five-year notice process. MacPherson asked if the Chamber was working on this and suggested that Cerell Associates could speak to it. Shelton said he could try to coordinate with the Chamber to be consistent.

#### **D. Marketing and Communications**

**1. Chase Plaza:** MacPherson reported that it looks like we can proceed with the program by purchasing the tables and chairs, but we need to work out a memorandum of understanding regarding the insurance liability with Chase. Gallagher stated that the board has already approved the streetscape budget so he said we could order the items as long as they fall within the budget.

**2. Presentation from CBS Radio on Hollywood live broadcast:** Danielle Mosher from CBS Radio/KFWB presented on their upcoming “On Your Corner” live broadcast from Hollywood on January 27, 2012. It is an 11-hour prime time broadcast which will also include a month of advertising prior to the promotion. “On Your Corner” happens each month from a different town, which began in Long Beach this June. They chose January for Hollywood because it will be the 125<sup>th</sup> birthday and also because of the Oscars. They are looking for anchor funders for the promotion. Leslie Greene-Faust added that they could do one large sponsor, or a combination of smaller sponsors, and also explained other marketing opportunities such as CBS Local Offers which is similar to Groupon. Mosher added that in addition to funding they are also

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seeking recommendations for broadcasting sights and story ideas. Morrison asked if there is a deadline; Mosher said they would need to have things firmed up at least a month in advance but even sooner is better. Morrison said we will establish a working group to cobble together the funds.

**3. Media planning for announcing new BID:** Strecker reported that he had met with Conti to start brainstorming a possible event, “Sunset & Dine,” to highlight the restaurants, retail and attractions in the BID. This event could also serve to announce the renewal and expansion of the BID. A marketing partners meeting will be scheduled soon to further discuss this, as well as the 2012 banner pole campaign. Strecker also noted that HollywoodHQ is gaining steam on Facebook and Twitter and encouraged the board members to follow the accounts.

**VI. Report from BID Renewal Steering Committee**

**A. Report from Final City Council Hearing:** Morrison reported that she, MacPherson, Mariani and Strecker had gone to city hall when the City Clerk opened the ballots for the BID renewal and we received around 88.57% vote in favor, out of 53 ballots returned. There was no public comment so the city council did a consent vote.

**VII. New/Old Business**

**There was no new/old business**

**VIII. Report from HPOA Staff**

**A. CDA Conference:** Morrison reported that Strecker will be attending the CDA (California Downtown Association) conference in Riverside Oct 12-14. She and Thad Smith, HPOA Board President, will be attending the IDA (International Downtown Association) conference later this month. Pogorzelski commented that having staff attend these has been very worthwhile in the budget. Gallagher authorized the expense from the budget to cover registration and travel for the CDA conferences. It was noted that staff will report back on what was learned at the two conferences.

**IX. Next Meeting**

The next meeting is scheduled for October 11, 2011.

**X. Adjournment**

The meeting was adjourned by Board President Michael Pogorzelski at 6:04 p.m.